

GRANT NARRATIVE

State: Colorado
Project #: W- -E
Project Title: Hunter Recruitment and Retention
Project Period: *July 1, 2009 – June 30, 2014*

PURPOSE:

The mission of the Colorado Division of Wildlife is to protect, preserve, enhance and manage wildlife and the environment for the use, benefit and enjoyment of the people of this state and its visitors.

The Hunter Outreach Program mission is to recruit and retain current and future generations of hunters in Colorado by developing a system of programs that implement the Division of Wildlife Strategic Plan, enhances hunter skills and opportunities throughout the state and cultivates an informed consent of hunting by the general public.

The mission statement above has several key elements in its body. A programmatic approach to hunting recruitment and retention efforts (HRR) efforts is the recognized best practices approach to accomplishing the established goals of increased participation and satisfaction for the public. Aligning these efforts with the elements of the state Strategic Plan allows for measureable results and program growth within the state planning guidelines and providing positive public awareness of the value of hunting as a wildlife management tool and recreation resource extends the future value of hunting in the state.

1. **HISTORY AND DEMOGRAPHICS** - The number of active hunters in the state of Colorado and nationally, has shown a significant decline since 1996. This decline is reflective of the national statistics that indicate per capita number of hunters is declining across the United States. The CDOW receives 67 percent of its financial support from the sale of licenses. A continued decline in license sales will have a negative impact on the Division's ability to fund wildlife management programs. The Division has taken steps to reverse the decline in hunters and made a long-term commitment to regaining a stable population of hunters in the state. This aggressive approach to hunter retention and recruitment will take financial support from external organizations and a commitment by our many partners to providing an innovative approach to our recruitment plan. In 2002, the Colorado Division of Wildlife embraced the future of hunting in Colorado by creating a staff position for the Hunter Outreach Coordinator. This position was tasked to design and support programs that would focus on a statewide set of objectives to improve retention of current hunters and recruit new hunters from all segments of the population. The results of this program are future

based, establishing a foundation for growth to sustain our hunting population, improving hunter education and behavior and serving as a national model for partnerships with other conservation, corporate and sportsman's organizations. Our approach to providing unique hunting and shooting opportunities to the Colorado public, thereby encouraging them to continue their hunting and shooting interests in the future requires additional funds that are not available through Division funding alone. External partners and a large corps of trained volunteers must support this objective. The future benefit of meeting our objectives is reflected in increased public participation in hunting and shooting activities and a resulting increase in overall license sales for the state.

I. HUNTER OUTREACH PROGRAM

AGENCY & PUBLIC NEED

Hunting is important to Colorado's welfare; economically, politically and socially. It generates over 70 million dollars in revenue annually, and is responsible for nearly 2 billion dollars of expenditures each year in Colorado. It is an important tradition throughout the state, and a valuable heritage passed down through many generations. Many political decisions are influenced by hunting on the local, county and state levels.

1. Public departure from hunting and shooting sports activities has a significant impact on a variety of national and state programs that are dependent on revenue from the sale of licenses and shooting goods equipment.
2. Transfer from rural to urban population centers in Colorado has reduced the traditional population of hunters in the state due to demands of work, less recreational time and increasing cost of participation in hunting and shooting sports activities.
3. Outreach efforts must become proactive in providing education on hunting skills, places to hunt, shooting sport skills and positive efforts to increase hunter satisfaction.
4. Public knowledge about basic wildlife management, the hunter's role in wildlife management and conservation and the importance of quality habitat is lacking. Improving our State Wildlife Areas, access to public areas to hunt and shoot and providing quality information to participants in the form of maps, unit descriptions is critical to the HRR efforts.
5. Agency regulations have not focused on the challenges of HRR issues and must be revised to allow more participation by novice hunters and shooting sports participants.

EXPECTED BENEFITS & RESULTS

1. Improve novice hunter interest by providing an educational program to teach hunting and shooting skills.
2. Increase family participation in hunting and shooting sports.
3. Educate the students about respect for landowner rights and the importance of private lands for hunting opportunity and wildlife management. Wildlife habitat and hunting lands are being consumed at an alarming rate in Colorado. Existing private lands offer tremendous hunting opportunities, and cooperation by hunters is critical for success. Two thirds of Colorado is

under private ownership.

4. Educate the students on the importance maintaining a very high standard of hunter ethics and responsibility at all times. Hunters must understand the importance of hunter ethics and responsibility toward their fellow hunters and non-hunters, and towards the wildlife and land resources as well.
5. Educate and instill in students the need for wise wildlife management and resource conservation and their role as hunters.
6. Train students in the basics of survival and situations that hunters may encounter in the field.
7. Train students and hunters on the laws and regulations that pertain to hunting – including why we have laws and law enforcement in hunting and hunter education. Hunters need to be aware of the laws and the intent behind them.
8. Provide training which will enhance the students' understanding and enjoyment of our wildlife resource. This will support our agency mission for the benefit of all Colorado residents and visitors. They will have a better understanding of the role hunting plays in wildlife management strategies.
9. Instill in the student a respect for all lands, public as well as private.
10. Educate students on the importance of being proficient with their hunting equipment, the importance of practice to improve/maintain proficiency and the importance of fair chase.
11. Provide mentors, access and equipment for novice hunters to achieve a positive first time experience to hunting.

OBJECTIVES

- Provide statewide hunting and shooting events for the general public to achieve 2000 youth days, 400 women days and 500 family days in the field engaged in planned program activities. This will include 50 single and multiday mentored youth hunts, 15 single and multiday Women Afield hunts, 10 hunting seminars and 10 hunting and shooting sports clinics annually.
- Increase active participation rate of “interest level hunters” by 5% annually.
- Develop a Partnership program to expand current agency programs by teaching and advising Sportsman’s Organizations, Conservation Organizations and business entities on program development initiatives.
- Develop a planned education scenario for each event which include hunter ethics, wildlife management concepts, and respect for private and public lands and enhances field skills of participants.

APPROACH

The statewide design demands a decentralized approach to implementation of the program objectives. Colorado developed the Partners in the Field program to afford a variety of partners with the opportunity to contribute their unique talents to this effort. The Partners in the Field program seeks to maximize the unique contributions of volunteers, landowners, businesses, conservation organizations and communities in a directed effort to support the growth of hunting and shooting sports in Colorado. Through this umbrella program, support of regional and statewide initiatives of our outreach effort is

possible. The program has established four areas of concentration: Heritage, Opportunity, Mentorship and Education (HOME). These four areas are linked together as a synergistic effort to accomplish our statewide mission. We will discuss each program area separately.

- **Heritage:** The link to our past as Americans has slowly eroded with the change of population centers to a more urban demography. Family units have changed over the past decade to a prevalence of single parent families, dispersal of family groups and less recreational time due to increased income requirements and changes in family priorities. Our focus on our heritage as hunters is meant to remind the Colorado public of her roots and the potential benefits of continuing our hunting heritage for future generations. Through the efforts of the Division Public Affairs section and our other partners, we seek to provide print media to inform the public of the strong ties to hunting and fishing found in many facets of our state history.
- **Opportunity:** Colorado has vast resources of public land to support our hunting public. The Division manages over 300 state wildlife areas and provides access to state trust lands. Hunting opportunity on SWA's, state/national forests and BLM lands combine to make over 9200 square miles of land accessible to the public. The Walk-in Access Program and Big Game Access Program provide hunting opportunities on private lands in various areas of the state. The Hunter Outreach Program also works with private landowners to provide hunts for youth and women on their land as a part of our educational outreach effort by providing mentors on hunts organized and run through the program.
- **Mentorship:** Access to hunting areas is only a portion of the overall effort to recruit and teach the next generation of hunters. In many cases, people are interested in hunting but do not have the background, education or skill to take to the field on their own. The Division of Wildlife Hunter Outreach Program has developed training programs to meet the need for skilled mentors in the field. Our mentorship program has two distinct facets. First, we train citizen volunteers as certified Huntmasters. Huntmasters attend a formal course of instruction provided by the Division of Wildlife, then upon graduation are charged with planning, coordinating and running youth and novice hunts throughout the state. The Huntmaster teams are responsible for all elements of the hunt from safety, to education, to cultivating participation by landowners in their regional areas. Secondly, we provide training to other organizations in an effort to provide them with a program model which can assist them in providing outreach efforts on their own and expanding our overall ability to meet the public need for an expanded mentor base in Colorado.
- **Education.** The fourth and final area of program focus is on education. As a wildlife agency, we believe through a dynamic public education program, we can make positive changes in the public's approach to hunting in our state. Across the state, Regional

Managers are providing educational seminars for hunters and the general public. Our hunter skill seminars provide quality instruction on “how to hunt” a variety of species of game animals across the state. Qualified instructors and state biologists provide hunting seminars on elk, deer, grouse, pheasant and waterfowl to attendees. Our skill clinics are designed to be a hands-on application for the attendees. From youth duck calling clinics to shooting clinics, participants have the opportunity to actively participate in hands-on skills under the watchful eye of a qualified instructor. Participants gain skills, confidence and a foundation for future education. Our wing shooting program is designed to provide the opportunity for interested participants to gain basic shot-gunning skills and nurture an interest in the shooting sports. The Division has fielded a shooting trailer to each regional area of the state. The trailer has all of the equipment necessary to establish and run shooting clinics at state wildlife areas, private land or at volunteer shooting clubs throughout the state.

Growing to meet the public desire for education in hunting and shooting skills, the CDOW provides clinics and seminars across the state. Skill seminars about elk, waterfowl, upland bird and turkey hunting continue to draw record numbers of participants. The seminars are designed to educate the hunter about the specific game species they pursued, by understanding the biology, hunting techniques and specific wildlife regulations governing the management of the species. Several of our seminars, Sheep and Goat, Turkey and Elk draw over 100 participants per seminar. Our “hands-on” clinics allowed participants to gain experience in shooting, waterfowl calling and turkey hunting skills. Women Afield wing shooting clinics and youth waterfowl calling clinics targets the growing interest in hunting and shooting by our nontraditional participants.

II. MAINTAINING VOLUNTEER QUALITY

AGENCY AND PUBLIC NEED

The professionalism and quality of “mentorship” is an essential part of the overall Hunter Outreach effort. Trained volunteers, called Huntmasters, plan, organize and conduct hunting and shooting activities throughout the state. Outreach Volunteers assist in the support of all activities by acting as guides, safety personnel, cooks and photographers for each event.

1. The program has a two day initial training program for all new Huntmaster applicants. Each applicant must attend the training and become certified as an Apprentice Huntmaster prior to participating in an Outreach event. Apprentice Huntmasters are formally evaluated during their apprentice period and a written evaluation provided to the State Coordinator.
2. Each Huntmaster and Outreach Volunteer must pass a criminal background check prior to participating in the program.
3. Each Huntmaster is provided a field manual which defines all elements the program, establishes

- rules and policies of personal conduct and provides overall program guidance.
4. The Hunter Outreach Program SOP provides guidance for all administrative requirements for the program.
 5. The agency has begun refresher workshops for all Huntmasters on a two year rotating requirement, i.e. each Huntmaster must attend a refresher workshop every two years to remain certified as an active Huntmaster.

EXPECTED BENEFITS & RESULTS

1. Provide training for 400 Huntmasters and Volunteers annually.
2. Sustain high levels of professionalism, skills and program knowledge
3. Sustain high level of retention of current Huntmasters and Volunteers

OBJECTIVES

- Recruit and train 50 new Huntmasters and Volunteers each year through 2014 in order to reach a sustained level of 400.
- Provide a minimum of five Huntmaster certification courses each year to reach objective level of Huntmasters.
- Provide four Outreach Volunteer Orientations per year
- Provide four Huntmaster Workshops per year to sustain program standards.
- Provide advanced education opportunities for Huntmasters.
- Provide distinctive uniform clothing (hats and shirts) for Huntmasters and Volunteers
- Conduct post activity surveys of participants to evaluate Huntmasters and Volunteers.

APPROACH

1. Continue Huntmaster Certification courses as a 2 day course to provide program standards, formal education and program requirements for all new applicants.
2. Continue Outreach Volunteer Orientations as a means to expand support personnel for program activities.
3. Coordinate with the CDOW Hunter Education team to allow Huntmasters to attend Hunter Education Instructor advanced workshops.
4. Continue Apprentice Huntmaster evaluation program and provide written performance feedback to each evaluated apprentice.
5. Update the Huntmaster Manual every two years to incorporate lessons learned and new program policy.
6. Continue Huntmaster Workshops to enhance program objectives, provide recurring evaluation of Huntmasters, enhance skill training and improve retention of current participants.
7. Continue levels of succession for Huntmaster progression (Apprentice, Huntmaster and

Senior Huntmaster)

8. Provide distinctive uniform items and equipment (hat, shirt, knife, Challenge coin and Creed) for each Huntmaster as a professional recognition of training and certification.
9. Provide each program participant with a post activity survey form to assess the performance of the Huntmaster, overall activity objectives and standards. Provide Huntmasters with direct feedback from post activity surveys and use survey results to improve program performance.

III. DIVERSITY OF HUNTER OUTREACH PARTICIPANTS

AGENCY AND PUBLIC NEED

The makeup of participants is not keeping up with Colorado's demographics, but improvements are being seen. The program offers all persons the opportunity to participate regardless of their race, color, national origin, age, sex or handicap; efforts must continue to reach out to nontraditional groups.

1. Nearly one-half of Colorado's residents are female, but program participation in Women Afield and Youth Outreach programs does not reflect this ratio. Over the next five years we will focus on expanding the Women Afield Program to provide increased opportunities for participation.
2. Program success in the urban communities is limited. Demographics, interest and social support of hunting activities for urban African American and Hispanic youth and women make this a challenging segment of the market. Continued efforts to encourage increased participation is a program emphasis over the next five years.
3. Partner with organizations that have developed support programs for people with disabilities to leverage their skills and knowledge to support this unique requirement

EXPECTED BENEFITS & RESULTS

1. Increased participation by people of color in hunting and shooting sports;
2. Increased participation of women in hunting and shooting sports.
3. Expanded partnership with organizations such as Outdoor Buddies, Hunt of a Lifetime and Catch a Dream.

OBJECTIVES

- To increase the diversity within Colorado's hunter education program by recruiting students and instructors from among non-traditional ethnic groups, women, and persons with disabilities through 2014.

APPROACH

1. Insure program marketing in all areas of the state.

2. Conduct training of volunteers and DOW employees on accommodating nontraditional participant needs.
3. Recruit and train five new female Huntmasters annually.
4. Develop an improved effort in traditionally Hispanic communities for hunting seminars and shooting sports events.

IV. YOUTH HUNTING

AGENCY AND PUBLIC NEED

Research shows a declining percentage of youngsters are hunting today. Many reasons for the decline are cited. Lack of strong social support and a peer network, apprenticeship experiences, abundance of other leisure time activities, changes in family structure and urbanization (shrinking wildlife habitat and recreational access) are all possible reasons for declining numbers (Decker & Enck, Cornell University). Research also suggests that recent demand for hunting recreation in Colorado is double participation rate (Manfredo, Colorado State University). People want to hunt, but some do not have adequate opportunities. Meeting existing demand or retaining hunter interest and participation is key to future participation.

1. Recent steps by DOW to enhance youth participation have not been fully evaluated.
2. The DOW doesn't have adequate resources to provide apprenticeship opportunities to help develop beginning hunters' knowledge, interest and skills.
3. Many youth don't know how and where to hunt.
4. Many youth come from families with no interest in hunting.
5. Many youth have no concept of conservation or natural resource values.
6. Full development of a hunter is an ongoing process rather than a once in a while trip. Young hunters need to learn all facets of this outdoor experience.
7. Citizens of Colorado don't understand the full spectrum of legitimate human interactions with wildlife. Youth, their families and support groups don't have adequate exposure to the big picture.

EXPECTED BENEFITS & RESULTS

1. Partner with hunting organizations to provide training on resource awareness and apprenticeship opportunities to help develop beginning hunters' knowledge, interest and skills. Emphasis is placed on retaining interested hunters and providing a social network for these hunters.
2. Provide information, education and training on how and where to hunt in Colorado. Urbanization or the lack of rural experiences leads to an increased need for hunting skills training and basic information on the types and availability of hunting opportunities.
3. Encourage family involvement in hunting and outdoor activities. Family involvement or at least family acceptance and appreciation for hunting are critical to training hunters. Offering hunter education courses for mothers and their children and other activities

- that encourage parents to mentor or participate with their own children is critical.
4. Develop a conservationist and land steward attitude in every hunter. Involve youth in a variety of wildlife habitat and rural activities.
 5. Emphasize all facets of hunter development in opportunities and activities created by partners and the DOW.
 6. Use all DOW education and information programs to promote awareness and tolerance of the full spectrum of legitimate human interactions with wildlife, including hunting, fishing and viewing. Research shows developing ethical hunters at an early age is essential for the future of hunting. Poor hunter behavior is the biggest factor effecting public opinion and a major factor for hunter desertion.

OBJECTIVES

- Provide hunting opportunities and activities for 2,000 youth under 17 years of age. This will include 50 single and multiday mentored youth hunts, 15 single and multiday, 10 hunting seminars and 10 hunting and shooting sports clinics annually.
- Develop partnership activities with hunting/conservation organizations and youth groups annually.

APPROACH

1. Contact hunting/conservation organizations and youth groups as partners. Communicate our objectives and get their input. Evaluate their existing programs for youth, if any exist. Develop a database by organization name, contact person and phone, what programs they currently have and what they are willing to offer in the form of volunteer mentors, activities, and resources.
2. Increase new youth program hunts by 10 percent each year in big game, upland bird and waterfowl events.
3. Promote youth hunting events at all DOW activities..
4. Encourage participation in all hunting events by wildlife officers and regional representatives.
5. Market the program to multiple audiences as an outdoor educational experience; the big picture of outdoor recreation and how they fit in. Write one magazine article for publication and three newspaper releases to inform public of these new opportunities.
7. Survey all youths who participate in program activities to evaluate program objectives.

VI. WOMEN AFIELD PROGRAM

AGENCY AND PUBLIC NEED

Women and girls are expressing new interest in hunting and shooting sports. Research conducted by the University of Wisconsin (Thomas & Peterson) supported this demand and identified several barriers preventing their involvement. Industry has recognized the increased interest in female

participation in hunting and shooting sports but has been slow to react by providing clothing and firearms designed for women.

1. Some women have little or no outdoor skills.
2. They feel uncomfortable going hunting without adequate training, therefore are non-participants.
3. Available training and education has been limited in Colorado.
4. Existing training is normally attended by males. Many women and girls are intimidated by male dominated courses/seminars. Their perception is males are very knowledgeable about hunting, making them feel "stupid" and uncomfortable.
5. Many females lack a family member or friend to mentor them in outdoor recreation.
6. Women head up most single family households. A significant number (15%) of all households are headed by women. They have an important influence over their children and peer groups. Many have negative or no opinion of hunting, fishing or wildlife management. They do not understand or support our agency mission.

EXPECTED BENEFITS & RESULTS

1. Provide a comfortable environment for women to learn new outdoor skills, develop existing skills, and interact with others who share common interests.
2. Conduct Women Afield events annually. This will include 15 single and multiday Women Afield hunts, 10 hunting seminars and 10 hunting and shooting sports clinics annually.
3. Maintain quality courses on gun safety, shooting skills, hunting techniques, wildlife management, and outdoor survival.
4. Recruit and retain quality instructors.
5. Develop partners to assist with Women Afield and support DOW mission.
6. Promote DOW mission, hunting and shooting to all participants and through media articles and programs.
7. Administer Colorado's Women Afield program. Develop an informational and current web site for Women Afield which lists all sponsored events statewide and provides current information for online education (articles)

OBJECTIVES

- Conduct 10 Women Afield workshops and hunts in Colorado for 400 women annually from 2009 through 2014 that allows women to learn hunting and shooting sports skills in a non-threatening, comfortable atmosphere.
- Partner with other organizations for planning and sponsorship Women Afield workshops and hunts.

APPROACH

1. Conduct Women Afield hunts and workshops annually to meet demand. Different

- locations will be used to improve availability.
2. Train 400 participants annually in hunting, shooting and safety subject matter..
 3. Develop an additional training segment for Huntmasters who will support the Women Afield activities.
 4. Establish support from ten partners annually. They will come from private industry, agencies, and the public. We will use their resources whenever offered (expertise, products, and funding).
 5. Provide 10 media items annually, in the form of magazine articles, newspaper articles, radio, television, Internet, and programs to interested groups.
 6. Develop a database of interested women.

VI. COLORADO ARCHERY IN THE SCHOOLS PROGRAM (CASP)

AGENCY AND PUBLIC NEED

Research has shown that participation in life skills activities while in school extends many of the same skill interests to adult life. Over the past decade, school based recreational activities have been reduced because of the demand for more educational effort in base skill subjects. Archery programs, while once a norm in many middle and high school physical education classes, have become the exception. Colorado adopted the National Archery in the Schools Program in 2005 and to date have over 150 teachers and 100 schools providing archery as a part of the in school PE curriculum.

1. Many students enjoy the archery curriculum and move on to become competitive archers and hunters.
2. School administrators are more likely to allow archery in their schools curriculum than any other shooting sport.
3. Using CASP as a vehicle to explain the DOW mission and purpose is an acceptable partnership between the DOW and the Colorado Department of Education.
4. CASP methodology allows all students (disabled, people of color, etc) to equally participate in the archery program.
5. Current funding levels of school PE programs create a significant burden on the teachers in acquiring resources for classroom activities.

EXPECTED BENEFITS & RESULTS

1. Provides linkage between the DOW and CDE in educational efforts.
2. Encourages skill development by students at an early age.
3. Allows DOW wildlife officer's access to students and classrooms.
4. Provides a portal for other DOW educational programs which will provide more students with the opportunity to participate in DOW programs such as Youth hunting, Scholastic Clays Target Program, etc.

OBJECTIVES

- Provide the CASP to 250 schools, 300 PE teachers over the next 5 years.
- Achieve a participation rate of 15,000 students annually

APPROACH

1. Provide 10 Basic Archery Instructor courses annually.
2. Certify 8 Basic Archery Instructor Trainers (2 per region).
3. Certify 4 Archery Specialists to provide sustained Trainer education and program evaluations.
4. Survey enrolled schools annually to determine program participation numbers.
5. Develop partnerships with archery retailers and clubs to support program needs.

LOCATION

All hunter education activities will be conducted statewide and administration will be conducted at the Division of Wildlife Headquarters in Denver.

COSTS:

Estimated costs for this project over the next five years are as follows:

Five-year Program Narrative Budget	SFY Estimated Costs (\$)					TOTAL
	09-10	10-11	11-12	12-13	13-14	(SFY 09-14)
Hunter Recruitment & Retention	597,438.	612,374	627,683	659,067	692,020	\$3,188,582

PROGRAM INCOME:

This project will not generate any program income. Donations by partners or other donors will be accepted to support the program. Participants are not charged any fees for program participation.

PERSONNEL:

Jim Bulger	CDOW, Hunting Outreach & Women Afield Coordinator	(303) 291-7248
Paula Nicholas	CDOW, Federal Aid Coordinator	(303) 291-7244

MAINTENANCE:

No maintenance costs are associated with this project.

LAND CONTROL:

No land control issues are associated with this project.

RELATION TO OTHER FEDERAL PROJECTS:

This project will have no known or identifiable impacts on any other federal projects.

PRIME/UNIQUE FARMLANDS:

This project will have no impact on prime or unique farmlands.

FLOODPLAINS/WETLANDS:

This project will have no impact on any floodplains or wetlands.

ENDANGERED SPECIES:

This ongoing Hunter Education & Enhancement project will have no impact on state or federally listed protected species since the actual grant activities typically occur inside buildings or at existing shooting ranges so will, therefore, not impose any disturbance to wildlife species or their habitat. No ground disturbance will occur as part of the grant activities so sensitive habitat will not be impacted by the grant activities. *See attached list of federally protected species in Colorado.*

ENVIRONMENTAL ASSESSMENT:

This project is covered by a categorical exclusion under 516 DM 6, Appendix 1. See attached NEPA Compliance Detail for more information.

ENVIRONMENTAL JUSTICE (Executive Order 12898):

This project will not have disproportionately high and adverse human health or environmental effects on low-income populations, minority populations or Indian tribes.

INVASIVE SPECIES (Executive Order 13122):

The proposed activities of this project will not result in the introduction of any invasive species not impact the status of an existing invasive species.

HISTORICAL/CULTURAL RESOURCES:

The proposed activities associated with this project will have no impact on historical or cultural resources since none of the project activities involve new ground disturbance, inundation of lands, or prescribed burns. Therefore, this project is exempt from State Historical Preservation Office review.

ENCLOSURE: 2008 HUNTER OUTREACH PROGRAM REPORT

GRANT AGREEMENT SUMMARY

State: Colorado

Project: W-148-S-11

Project Title: Hunter Recruitment and Retention/Hunter Enhancement

Period: July 1 2009, July 1 2014

Objectives:

- Provide statewide hunting and shooting events for the general public to achieve 2000 youth

days, 400 women days and 500 family days in the field engaged in planned program activities. This will include 50 single and multiday mentored youth hunts, 15 single and multiday Women Afield hunts, 10 hunting seminars and 10 hunting and shooting sports clinics annually.

- Increase active participation rate of “interest level hunters” by 5% annually.
- Develop a Partnership program to expand current agency programs by teaching and advising Sportsman’s Organizations, Conservation Organizations and business entities on program development initiatives.
- Develop planned education scenarios for each event which include hunter ethics, wildlife management concepts, and respect for private and public lands and enhance field skills of participants.
- Recruit and train 50 new Huntmasters and Volunteers each year through 2014 in order to reach a sustained level of 400.
- Provide a minimum of five Huntmaster certification courses each year to reach objective level of Huntmasters.
- Provide four Outreach Volunteer Orientations per year
- Provide four Huntmaster Workshops per year to sustain program standards.
- Provide advanced education opportunities for Huntmasters.
- Provide distinctive uniform clothing (hats and shirts) for Huntmasters and Volunteers
- Conduct post activity surveys of participants to evaluate Huntmasters and Volunteers.
- To increase the diversity within Colorado's hunter education program by recruiting students and instructors from among non-traditional ethnic groups, women, and persons with disabilities through 2014.
- Provide hunting opportunities and activities for 2,000 youth under 17 years of age.
- Develop partnership activities with hunting/conservation organizations and youth groups annually.
- Conduct Women Afield workshops and hunts in Colorado for 400 women annually from 2009 through 2014 that allows women to learn hunting and shooting sports skills in a non-threatening, comfortable atmosphere.
- Partner with other organizations for planning and sponsorship Women Afield workshops and hunts.
- Provide the CASP to 250 schools, 300 PE teachers over the next 5 years.
- Achieve a participation rate of 15,000 students annually